

JAN 29 1945

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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26	27	28	29	30	31	

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NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JANUARY 26, 1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Published	8TH ANNUAL "AMERICANA" ISSUE OF VOGUE New promotion ideas are being featured in this annual "Americana" edition of Vogue.	CONDE NAST	420 LEXINGTON AVENUE
Now Going On - Jan. 31	MARCH OF DIMES In conjunction with March of Dimes Week, there will be a spectacular demonstration at Times Square. A large motion picture screen will be erected in front of the Statue of Liberty there, and movies will be shown. Above this will be a huge birthday cake for President Roosevelt.	NATIONAL FOUNDATION FOR INFANTILE PARALYSIS	ALL OVER THE COUNTRY
Friday Jan. 26 3:00 P.M.	"DESSERTS WITH EYE APPEAL" Desserts which save sugar, yet at the same time have "eye appeal", will be the theme of this week's cooking session. Guide sheets with instructions and recipes are distributed at the lectures. Open to public. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM THIRD FLOOR
Friday Jan. 26 9:00 P.M.	POLKA MILITARY BALL The 12th Annual Benefit Ball will feature Polish decorations, Polish dances, and a pageant with 100 people in ancient Polish costumes. Net proceeds will purchase books for the Polish medical faculty at the University of Edinburgh. Arrangements under direction of Dr. Henry Nobel McCracken, Pres.; and Prof. Stephen P. Mizwa, Exec. Dir. Admission, \$5.00, incl. tax. Open to public. Publicity: Charles C. Martel, RE: 7-4632.	KOSCIUSZKO FOUNDATION 149 EAST 67TH STREET	WALDORF ASTORIA HOTEL GRAND BALLROOM
Saturday Jan. 27 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW The latest Spring teen-age fashions will be presented at this monthly meeting. Open to public. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEEN SHOP SECOND FLOOR
Sunday Jan. 28- Feb. 10	EXHIBITS OF SPRING AND SUMMER LINES The sportswear, wash frocks and accessory division exhibits at the Hotel Stevens will be the only C.F.I. hotel showings. Others will display in individual showrooms. On Tues., Jan. 30, Helen Valentine, editor-in-chief of Seventeen Magazine, will speak at the Merchants' and Manufacturers' Club Breakfast Clinic at 9:00 A.M. Subject: "Selling the Teen-Age Market." Kathleen Aston, Mid-West Editor of Vogue and Glamour will speak at the Wed., Jan. 31 Breakfast Clinic on "Today's Fashion Picture."	CHICAGO FASHION INDUSTRIES GROUP	CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 29, 1945</u>			
Monday Jan. 29 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Marjorie Castle's Palm Beach custom-made clothes for day and evening will be shown. Press by invitation. Open to public. Fashion Show Director: Mary Alice Rice, PL. 3-4500.	MARJORIE CASTLE 15 EAST 53RD ST.	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Week of Jan. 29	SATURDAY CLASSES START NEW TERM Courses include morning classes in Life Drawing, and afternoon sessions in Costume Design and Illustration; also, special Saturday morning class in Costume Design for children from 7 to 15 years of age. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday Jan. 30 9:30 A.M. Breakfast	PRESS BREAKFAST TO INTRODUCE NEW BLOUSES A special press showing of a new design principle to solve blouse fitting problems by making possible a size range of 32-38 in a single garment. The blouse opens up to launder as flat as a handkerchief, has many different styles made from the same pattern, and is made of a new fabric. Press by invitation. Publicity: Claire Elliott, MU. 2-7340.	STONECUTTER MILLS CO. 450 SEVENTH AVENUE	ST. REGIS HOTEL PENTHOUSE
Tuesday Jan. 30 1:00 P.M. Luncheon	HATS AND GOWNS AT LUNCHEON SHOW Sonia will feature cocktail and dressy afternoon resort fashions in addition to Spring dresses and coat-ensembles. Hats, bags, and gloves by Dorothy Gordon will coordinate with these outfits. Open to public. Press by invitation. Contact: Dorothy Gordon, EL. 5-9641. Sonia Gowns...Ethel Arkin, PL. 3-8241. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	DOROTHY GORDON (14 E.56) SONIA GOWNS, INC. (15 E.56)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Jan. 30 4:30 P.M. Cocktails	PRESENTATION: SPRING AND SUMMER FABRICS The invited press and retail piece goods buyers will view the latest Spring and Summer fabrics in Foreman's 1945 promotion. The presentation includes models from patterns and some ready-to-wear fashions. Commentator: Paula Lawrence of "One Touch of Venus". <u>Attendance by invitation only.</u> Publicity: Adele Benjamin, PE. 6-7042.	FOREMAN FABRICS CORP. 1412 BROADWAY	PLAZA HOTEL GRAND BALLROOM
Tuesday Jan. 30 5:30 P.M. Cocktails	PRESS PREVIEW: MODEL ROOMS Model rooms will be shown to the invited press, in addition to Charm Magazine's model house. Publicity: Alice Hutton, WI. 7-7000.	JAMES McCREERY & CO. 5TH AVE. & 34TH ST.	SEVENTH FLOOR
Tuesday Jan. 30 8:30 P.M.	PRESIDENT'S BIRTHDAY PARTY CELEBRATION Twelfth consecutive year that President Roosevelt has dedicated his birthday to the fight against infantile paralysis. Jack Benny and his entire radio company will broadcast a 20-minute show over a four network radio hookup to be followed by the President's annual birthday address. Approximately \$10,000 worth of merchandise will be awarded on the night of the party to raise funds in the fight against infantile paralysis. Among these gifts are: A \$3,500 mink coat, donated by Esther Dorothy; a \$500 jeweled pin created by John Rubel; nylon hose; scotch whiskey; and cigarettes. General admission: \$10.00 for dance and show. Contact: Edward C. Dowden Jr., EL. 5-3000, Ext. 591.	NAT'L FOUNDATION FOR INFANTILE PARALYSIS	WALDORF ASTORIA HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 31 1:00 P.M. Luncheon	"SUIT SETUPS FOR SPRING" AT LUNCHEON "Suit Setups"--a spirited collection of Russeks' suits and what goes with them for Spring. (This fashion show was postponed from Jan. 24) Open to public. Press by invitation. Luncheon a la carte. Publicity: Beatrice Castle, WI. 7-1900. Waldorf Publicity: Ted Saucier, EL. 5-3000.	RUSSEKS FIFTH AVENUE 5TH AVE. & 36TH STREET	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Jan. 31 1:15 P.M. Luncheon	MILLINERY PRESENTATION AT LUNCHEON SHOW Jeanne Rousseau's collection of "Up-To-The-Minute" midseason hats, at a luncheon fashion show. Open to public. Press by invitation. Luncheon a la carte. Fashion show under supervision of Viola Shefer, PL. 3-2117.	JEANNE ROUSSEAU 19 WEST 57TH ST.	PIERRE HOTEL COTILLION ROOM
Wednesday Jan. 31 4:00 P.M. Cocktails Or Tea	PRESS SHOWING OF EASTER FASHIONS Jane Engel's Easter Parade of Fashions, starting with size 4, will be shown to the invited press. Tea and cocktails will be served, Press <u>strictly</u> by invitation. Publicity: Herbert Bijur, RH. 4-0300.	JANE ENGEL 1025 MADISON AVE.	LONG CHAMPS MADISON AVE. & 79TH ST.
Thursday Feb. 1 12:30 P.M. Luncheon	SPECIAL LUNCHEON FOR RED CROSS DRIVE A drive for the American Red Cross 1945 War Fund at a luncheon meeting. Dr. Frank Kingdon will be principal speaker. Contact: Samuel Landau, Chairman of industry committee for Red Cross: MU. 4-6158. (Adm. \$3.00 each).	LINGERIE, NEGLIGEE, AND UNDERWEAR TRADE	HOTEL McALPIN BROADWAY & 34TH STREET
Thursday Feb. 1 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON Walter Florell's Spring and Summer millinery will be shown dramatically during luncheon. Open to public. Press by invitation. Publicity: Mr. Frederick, PL. 5-0895. Hotel Plaza Publicity: Byrne Bauer, PL. 3-1740.	WALTER FLORELL	PLAZA HOTEL PERSIAN ROOM
Thursday Feb. 1 4:30 P.M. Cocktails	SPECIAL PRESS SHOWING: MEXICAN MILLINERY Anita Andra, who has just returned from Mexico, will have a special showing of her Mexican collection for the invited press. These hats are made strictly of Mexican material and are hand-made, hand-painted and hand-blocked. Publicity: Anita Andra, PL. 8-1809.	ANITA ANDRA	558 MADISON AVE. SALON
Friday Feb. 2 8:00 P.M.	16TH ANNUAL PRESS PHOTOGRAPHERS' BALL Many stage, screen, and radio stars will be present. The Queen of the N.Y. Press Photographers, chosen from a group of 683 beautiful girls, will be crowned. (Adm. \$3.60-\$4.80). Publicity: Mr. Aumuller, MU. 2-3420.	NEW YORK PRESS PHOTOGRAPHERS	WALDORF-ASTORIA GRAND BALLROOM
Monday Feb. 5 1:00 P.M. Luncheon	"STRIKE ME PINK"-- MILLINERY AND MAKEUP Based on the title "Strike Me Pink," Mary Goodfellow will feature her new millinery, ranging from pale pink to magenta to tie in with Revlon nail enamel, matching lipstick, and a harmonizing face powder. Russian Sabl, the newest color created by Revlon, a brilliant dark red; Pink Garter, and Pink Lightning will be shown in millinery and makeup. Open to public. Press by invitation. Publicity: Mary Goodfellow, RE. 4-6666. Revlon Publ: Diane Wheeler, PL. 5-8800. Fashion Show Director: Mary Alice Rice, PL. 3-4500.	MARY GOODFELLOW; REVLON PRODUCTS CORP.	ST. REGIS HOTEL IRIDIUM ROOM
Cancelled Feb. 5	NOTE....THE 17TH ANNUAL NATIONAL NOTIONS MERCHANTS SHOW, SCHEDULED TO OPEN AT THE HOTEL PENNSYLVANIA HAS BEEN CANCELLED.		

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

LAST-MINUTE ANNOUNCEMENT

(OUT OF DATE ORDER)

Friday	SPRING MILLINERY	SUZANNE REMY	ST. REGIS HOTEL
Feb. 9	DURING LUNCHEON	24 EAST 64 ST.	IRIDIUM ROOM
1:00 P.M.	Advance showing of Spring millinery featuring pale pastels -- a very		
Luncheon	feminine look. Open to public. Press by invitation. Fashion Show		
	Director: Mary Alice Rice, PL. 3-4500.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Week Of Feb. 5	SUMMER COLLECTIONS OF FASHION ORIGINATORS Only one line for Summer will be shown. Second collections will be eliminated. Large numbers of buyers from all over the country will be in New York for the FOGA openings. Contact: Leonard Gendler, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)	NEW YORK CITY SHOWROOMS
Beginning Monday Feb. 5	OPENING OF SUMMER LINES Sportswear Guild members include: Adler & Adler, Davidow, David M. Goodstein, Kane-Weill, Mutual-Rosenbloom, Charles W. Nudelman, Zoltan Rosenberg, Sport-Craft, and Star-Maid Dresses. Contact: Bert Reinitz, LA. 4-5970.	THE SPORTSWEAR GUILD	NEW YORK CITY SHOWROOMS
Tuesday Feb. 6 1:00 P.M. Luncheon	DRESS AND HAT PARADE AT LUNCHEON "Toward Sunny Days" is the title of a dress parade presented by Helen de Huene during luncheon. Anita Andra will show her ready-to-wear Spring millinery to go with these clothes. Open to public. Press by invitation. Luncheon a la carte. Contact: Helen de Huene, EL. 5-1337. Anita Andra, PL. 8-1809. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	HELEN DE HUENE (21 E. 57) ANITA ANDRA (558 MADISON)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 6 3:45 P.M. Tea	FASHION SHOW FOR N.Y. SEWING TEACHERS Macy's semi-annual Fashion Show and Tea for the sewing teachers of greater New York will feature styles by Advance Patterns and fabrics by Macy's. By invitation only. Publicity: Dorothy De Groat, CH. 4-2000.	R.H. MACY & CO. HERALD SQUARE	PLAZA HOTEL GRAND BALLROOM
Wednesday Feb. 7 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Dobbs, hatters for women, present original American designs in wearable fashions for Spring to be shown during luncheon. Commentator: Maggi McNellis. Open to public. Press by invitation. Publicity: Dorothy Reed, PL. 3-9600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DOBBS HATS PARK AVE. & 53RD ST.	WALDORF-ASTORIA SERT ROOM
Note: Advanced To Wednesday Feb. 7 4:00 P.M. Cocktails	PRESS PARTY INTRODUCING NEW YOUNG PERFUME Looking forward to Valentine's Day, this Press Party will introduce a new member of the Judy 'N Jill Perfume family tree. This is the only Junior Miss perfume on the market and was created by that lively firm of Horwitz and Duberman whose Judy 'N Jill label is promoted by 300 of the country's leading stores. Fashion and beauty press by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JUDY 'N JILL PERFUMES	BARBERRY ROOM 19 EAST 52nd STREET
Wednesday Feb. 7	INFORMAL SHOWING OF SPRING SUITS Misses', women's and junior Spring suits will be shown in the suit department with informal modeling all day. On Feb. 9 there will be informal modeling of suits at the Liberty St. store. Open to public. Publicity: Mary Esther Seebach, ST. 9-4700, Ext. 681.	JOHN WANAMAKER BROADWAY AT 9TH ST.	SECOND FLOOR
Thursday Feb. 8 1:00 P.M. Luncheon	FIFTH ANNIVERSITY LUNCHEON Theme: "Adaptability To War-Time Living." Press by invitation only. Publicity: Jane Ellis, PL. 3-8321. Plaza Publicity: Byrne Bauer, PL. 3-1740.	DU BARRY SUCCESS COURSE 693 FIFTH AVENUE	PLAZA HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 8 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW These new and sophisticated Spring clothes will include town prints, silk suits, evening gowns, etc. The Spring millinery will consist both of Rosette Pennington's and Kenneth Hopkins' of Beverly Hills Hats. Open to public. Press by invitation. Luncheon, \$2.75. Publicity: Fern Helscher and Mary March: PL. 3-6800. Plaza Publicity: Byrne Bauer, PL. 3-1740.	ROSETTE PENNINGTON 10 EAST 56TH ST.	PLAZA HOTEL PERSIAN ROOM
Feb. 12	LINCOLN'S BIRTHDAY (MONDAY)		
Monday Feb. 12 - Feb. 13	PARADE OF WAR DOGS AND CHAMPIONS This exhibit of war dogs and parade of champion dogs is for the benefit of the National War Fund. Admission, \$1.80 including tax. Publicity: Mrs. Kelley, PL. 5-8592.	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Tuesday Feb. 13 9:00 A.M. Breakfast	PRESS SHOWING OF SPRING COLLECTION "A New High In Romance" is the theme of Helene Garnell's Spring collection, to be shown informally at a Valentine breakfast for the press. By invitation only. Publicity: Charlotte Parker, CI. 7-8060.	HELENE GARNELL	40 EAST 51ST ST. SALON
Tuesday Feb. 13 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON Peachbasket shapes and saucy sailors are featured in Peg Fischer's sparkling new Spring millinery. Open to public. Press by invitation. Publ.: Rosemary Sheehan, CI. 7-8060. Ritz Publ.: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Beginning Tuesday Feb. 13 8:00 P.M.- 9:45 P.M.	CLASS IN FURS AND FUR MERCHANDISING The Spring 1945 class in Furs and Fur Merchandising, held Tuesday evenings for 15 weeks, with Max Bachrach, fur consultant, fur expert, and lecturer, as instructor. Mr. Bachrach is the author of "Furs", "Selling Furs Successfully", and "The Fur Digest". Course covers regional and seasonal differences in furs; study of skin and hair structures; effects of seasonal changes; handling of peltries and their classification; methods of evaluation; garment design; cold-storage; marketing; credit and financing. Registration begins Monday, Jan. 22, 9:00 A.M. to 8:00 P.M. Cost of course: \$27.00. Contact: N.Y.U. School of Retailing, SP. 7-2000, Ext. 257.	NEW YORK UNIVERSITY SCHOOL OF RETAILING	NEW YORK UNIVERSITY WASHINGTON SQUARE
Tuesday Feb. 13 8:30 P.M.	THIRD ANNUAL FORUM "Report from the Fronts", is the title of the Forum featuring speakers just back from European and Pacific war theatres. These include: Frank Gervasi, associate editor and war correspondent of Collier's Weekly; Henry T. Gorrell, war correspondent for United Press; and Alexander H. Uhl, foreign editor and correspondent for PM. Dorothy Dunbar Bromley of the Herald-Tribune is chairman of the Forum Committee and Virginia Pope of the New York Times is president of the Club. Tickets: \$.90-\$2.40, including tax. Contact: MU. 4-9120.	N. Y. NEWSPAPER WOMEN'S CLUB	TOWN HALL 123 WEST 43RD STREET.
Change From 2/14	NOTE: THE DATE OF THE PRESS PARTY INTRODUCING A NEW JUDY'N JILL PERFUME HAS BEEN ADVANCED TO FEBRUARY 7. SEE PAGE 5 FOR DETAILS.		
Feb. 14	VALENTINE'S DAY (Wednesday)		

<u>DATE</u>	<u>WHAT'S GOIN ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 14	ASH WEDNESDAY (LENT BEGINS)		
Cancelled Feb. 14	NOTE...THE TAILORED WOMAN LUNCHEON FASHION SHOW AT THE WALDORF-ASTORIA HAS BEEN CANCELLED. NEW DATE WILL BE ANNOUNCED LATER.		
Wednesday Feb. 14 10:30 A.M.	PRESS PREVIEW: SPRING MILLINERY Showing of Bendel custom-made hats to the invited press. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET SALON
Thursday Feb. 15 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON Sada Sacks collection of Spring clothes will be shown during luncheon. Open to public. Press by invitation. Luncheon, \$2.75. Sada Sacks Publ.: Martin O. Kahn, RE. 4-2937. Plaza Publ.: Byrne Bauer, PL. 3-1740.	SADA SACKS INC. 671 MADISON AVE.	PLAZA HOTEL PERSIAN ROOM
Thursday Feb. 15 3:00 P.M.	SUIT FASHIONS FOR SPRING These new suit fashions will feature patterns by McCall and Macy's fabrics. Showings also at 3:00 O.M. and 6:00 P.M. Open to public. Publicity: Dorothy De Groat, CH. 4-2000.	R. H. MACY & CO. HERALD SQUARE	DRESSMAKING CENTER 6TH FLOOR
Week Of Feb. 17- Feb. 24	ANNUAL NATIONAL SEW AND SAVE WEEK The seventh annual "National Sew and Save Week", the No. 1 home-sewing promotion of the year, will feature a three-way promotional campaign; "Make Your Own Clothes"; "Buy War Bonds with the Money You Save"; "Sew For the Red Cross"--a sewing drive for a million garments for Red Cross. Stores again will highlight their fabric, pattern and notion departments. War bonds will be the prizes in this year's window display contest. About 30,000 stores will cooperate in the event. Display and other promotional material available to stores. Publicity: Herbert Osmer, LE. 2-4455.		
Monday Feb. 19 10:30 A.M.	PRESS PREVIEW OF SPRING FASHIONS Bloomingdale's Green Room opening--a private showing of spring clothes to the invited press. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S LEXINGTON AVE. AT 59 ST.	GREEN ROOM 3RD FLOOR
Tuesday Feb. 20 8:15 P.M.	ANNUAL ALL-STAR BENEFIT FASHION SHOW Benefit fashion show for Israel Orphan Asylum under direction of Ann Lawren of William Loweth Co., who will be commentator this year. She will give short biographies of the following creators who will exhibit: Charles Armour; Joseph Barnett; Rose Barrack; Capri; Carmel Bros.; Deitsch, Wersba & Coppola; Elfreda; Foxbrownie; Louise Barnes Gallagher; Ben J. Gam; Ben Gershel; Joseph Halpert; Jablow; Samuel Kass; Kiviette; Philip Mangone; Milgrim; Milmont; Monte Sano & Pruzan; Pattullo; Ben Reig; Maurice Rentner; Nettie Rosenstein; Ann Sadowsky; Adele Simpson; Herbert Sondheim; Spectator Sports; Zuckerman & Kraus; Davidow; Charles Nudelman; Adler & Adler; I. J. Fox will participate with furs worn by "cover girls." Dresses, suits, coats, millinery, and accessories will be featured. Tickets from \$1.50 to \$10.00 at Israel Orphan Asylum, 274 East 2nd Street, AL. 4-8300. Publicity: Ann Lawren, PE. 6-3650.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 21 1:00 P.M. Luncheon	SHOWING OF SPRING CLOTHES Gay Spring fashions by Sada Sacks will be shown at a luncheon fashion show. Open to public. Press by invitation. Luncheon a la carte. Publicity: Martin O. Kahn, RE. 4-2937. Fashion Show under supervision of Viola Shefer, PL. 3-2117.	SADA SACKS INC. 671 MADISON AVE.	PIERRE HOTEL COTILLION ROOM
Wednesday Feb. 21 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW New Spring and Summer fashions creations by Lanz. Open to public. Press by invitation. Luncheon a la carte. Publicity: Renny Tuchman, PL. 3-3800. Waldorf Publicity: Ted Saucier, EL. 5-3000.	LANZ FIFTH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Feb. 21 4:00 P.M.	PRESS PREVIEW: SPRING MILLINERY Showing of exclusive Spring custom millinery by two talented designers, Tatiana du Plessix and Josephi. <u>Press strictly by invitation.</u> Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE 611 FIFTH AVENUE	SALON MODERNE 3RD FLOOR
Thursday Feb. 22	WASHINGTON'S BIRTHDAY Stores in N.Y. will be closed all day to celebrate this National holiday.		

PRESS OPENINGS OF LEADING CUSTOM-ORDER "ORIGINALS" COLLECTIONS

Showings of the custom-made Dress Collections are open only to those members of the Press who have been notified and invited.

Monday..... Feb. 26	<u>MILGRIM'S</u> At 10:30 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday.. Feb. 28	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 5TH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Thursday... March 1	<u>JAY THORPE</u> At 2:30 P.M.	24 WEST 57TH ST.	PUBL.: JUNE HOLLISTER	CI. 7-4300
Monday..... March 5	<u>BERGDORF GOODMAN</u> At 5:00 P.M.	754 5TH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thesday... March 6	<u>BONWIT TELLER</u> At 11:00 A.M.	721 5TH AVE.	PUBL.: DORIS BARTNETT	EL. 5-6800
Wednesday.. March 7	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100

Monday Feb. 26 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON Gay Spring millinery will be shown during luncheon. Open to public. Press by invitation. Publicity: Agnes Grotty, WI. 7-9600.	FRANKLIN SIMON & CO. 414 FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
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Monday Feb. 26 9:00 P.M.	GALA FASHIONS BY FOUR SHOPS A "Fashion Gala" to raise money for The Red Cross 1945 War Fund of Greater New York will be presented jointly by four New York shops: Bergdorf Goodman, Bonwit Teller, Hattie Carnegie and Saks-Fifth Avenue. Leonidoff will direct the show, Vertes will provide the settings and several of America's leading designers will introduce their latest Spring models. Admission, \$12.00 per person, including tax; boxes from \$75.00 to \$150.00. Tickets may be obtained at any of the four participating shops. Publicity: Madeline Riordan, 130 W. 42nd St., BR. 9-2104.	RED CROSS 1945 N. Y. WAR FUND	WALDORF-ASTORIA GRAND BALLROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 27 9:30 A.M. Breakfast	PRESS BREAKFAST: SPRING FASHIONS Spring fashions will be shown at a breakfast for the press. Attendance by invitation <u>only</u> . Publicity: Virginia Meyer, CH. 4-2000.	R. H. MACY & CO. HERALD SQUARE	EXECUTIVE DINING ROOMS 13TH FLOOR
Tuesday Feb. 27 1:00 P.M. Luncheon	SPRING MILLINERY DURING LUNCHEON Walter Florell's midsummer millinery will be shown during luncheon. Open to public. Press by invitation. Publicity: Mr. Frederick, PL. 5-0895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 27 2:30 P.M.	SPRING FASHION SHOW Details later. Open to public. Press by invitation. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	FOURTH FLOOR
Tuesday Feb. 27 4:00 P.M.- 8:00 P.M. Cocktails	"YOU BRING IT, WE STYLE IT" FASHION SHOW A novel fashion show featuring young matrons and debutantes of this season and former years, modeling clothes of their friends. Several society women have donated gowns and other wearing apparel from their personal wardrobes to the committee, headed by wives of high-ranking officers in the armed forces. Show will be divided into 2 sections: one for clothes given by society women from their wardrobes; the other, for special costumes by Tappe, Nicole, Boue Soeurs, Braagaard, John Frederics, etc. Chairman of fashions: Kay Silver of Mademoiselle. The clothes will be sold later to raise money for the committee. Tickets: \$2.00. Contacts: Mrs. David Bandler, WI. 2-9000.	CITIZENS COMMITTEE FOR ARMY AND NAVY	PLAZA HOTEL GRAND BALLROOM
Wednesday Feb. 23 9:15 A.M. Breakfast	FASHION SHOW AT BESSIE BEATTY PROGRAM Breakfast for the invited press will precede a fashion show of Spring creations by famous designers and a broadcast by Bessie Beatty who will feature the forthcoming book "Fashion Is Our Business", published by J. B. Lippincott Co. The broadcast over Station WOR (710 on dial) will take place from 10:15-11:00 A.M. Publ.: Hilde Dyer, PE. 6-8000. Ext. 271.	J.B. LIPPINCOTT CO.	WOR MUTUAL PLAYHOUSE 245 WEST 52ND STREET
Wednesday Feb. 23 1:00 P.M. Luncheon	SPRING FASHION SHOW AT LUNCHEON New Spring fashions will be shown at luncheon. Press by invitation. Open to public. Publicity: Gerry Morgan, CA. 5-2300. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE 5TH AVE. AT 40TH ST.	WALDORF ASTORIA HOTEL SERT ROOM
Feb. 23	SAKS 5TH AVENUE'S SPRING SHOWING FOR THE PRESS AT 2:30 P.M. See page 7.		
Thursday March 1 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Anita Andra's Spring millinery will feature a new shade "Boganvilla", which is somewhat like Fuschia or American Beauty. Open to public. Press by invitation. Publicity: Anita Andra, PL. 8-1809. Plaza Publicity: Byrne Bauer, PL. 3-1740.	ANITA ANDRA 558 MADISON AVE.	PLAZA HOTEL TERRACE ROOM
March 1	JAY THORPE'S SPRING SHOWING FOR THE PRESS AT 2:30 P.M. See page 7.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 1- April 15	FIFTH NATIONAL SEWING CONTEST Newspapers and radio stations in 40 cities will participate in the 5th National Sewing Contest, which closes on April 15. After local judging, first prize winning garments will be forwarded to N. Y. for selection of the national prize winners, by a panel of prominent judges. Winners will be announced at a cocktail party and fashion show to be held in the Sert Room of the Waldorf Astoria on June 13. Publicity: Gwen McKenna of Tom Fizdale, Inc., MU. 2-6560.	NATIONAL NEEDLE- CRAFT NUREAU	ALL OVER THE COUNTRY
Postponed From 3/2	NOTE...THE BERGDORF GOODMAN PRESS PREVIEW OF SPRING CUSTOM-ORDER "ORIGINALS" HAS BEEN POSTPONED TO MARCH 5. SEE PAGE 7 FOR DETAILS.		
Saturday March 3 1:00 P.M. Luncheon	TEEN-AGE CLOTHES AT LUNCHEON This Emily Wilkens fashion show will be held on Saturday for teen-agers who want to attend. Open to public. Press by invitation. Publicity: Doris Bartnett, EL. 5-6800. Plaza Publicity: Byrne Bauer, PL. 3-1740.	BONWIT TELLER	HOTEL PLAZA PERSIAN ROOM
Monday March 5 10:00 A.M. Breakfast	PRESS PREVIEW: SPRING FASHIONS Sport, town, and debutante fashions for Spring will be shown to the invited press. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE THIRD FLOOR
March 5	BERGDORF GOODMAN'S SPRING SHOWING FOR THE PRESS AT 5:00 P.M. See page 7.		
Week Of March 5	NATIONAL MILLINERY MARKET WEEK FOR RETAILERS On March 6, 7, and 8, there will be luncheon millinery shows. The place and exhibitors will be announced later. Retail atores throughout the country will feature millinery windows and departmental displays all week. Publicity: Millinery Stabilization Commission, Inc., CH. 4-6547.	MILLINERY STABILIZATION COMMISSION, INC.	ALL OVER THE COUNTRY
March 6	BONWIT TELLER'S SPRING SHOWING FOR THE PRESS AT 11:00 A.M. See page 7.		
Tuesday March 6 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON Simple fashions for day and evening, featuring the short evening dress. Open to public. Press by invitation. Publicity: Mr. Milton, PL. 5-3500. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI INC. 408 PARK AVE.	RITZ CARLTON HOTEL OVAL ROOM
March 7	HENRI BENDEL'S SPRING SHOWING FOR THE PRESS AT 10:30 A.M. See page 8.		
Wednesday March 7 1:00 P.M. Luncheon	HATS, BAGS, GLOVES AT LUNCHEON SHOW Summer millinery, bags, and gloves by Dorothy Gordon will be shown during luncheon. Open to public. Press by invitation. Luncheon a la carte. Contact: Dorothy Gordon, EL. 5-9641. Waldorf Publ.: Ted Saucier, EL. 5-3000.	DOROTHY GORDON 14 EAST 56TH ST.	WALDORF-ASTORIA SERT ROOM
Monday March 12 1:00 P.M. Luncheon	FASHION SHOW DURING LUNCHEON "A Toast To New York and Paris" by Parisian Milliner, Erik of Paris. Tickets, \$5.00. All proceeds to American Red Cross. Press <u>strictly</u> by invitation. Publicity: Mr. Erik, PL. 3-1740, Ext. 1236. Plaza Publicity: Byrne Bauer, PL. 3-1740.	ERIK OF PARIS	PLAZA HOTEL TERRACE ROOM
April 1	EASTER SUNDAY		

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

- Friday
Jan. 26 PREMIERE: "OBJECTIVE, BURMA" (MOVIE) STRAND THEATRE BROADWAY AND 47TH ST.
Another Warner Brothers war picture starring Errol Flynn, George Tobias, William Prince, and George Brown. Artie Shaw and his new band will appear on the stage in their first Broadway engagement. Publicity: Eve Siegel, CI. 6-1000.
- Friday
Jan. 26 AMERICAN CHAMBER MUSIC CONCERT, MUSEUM OF MODERN ART, 11 WEST 53RD STREET
The National Association for American Composers and Conductors, in association with the National Music League, will have four Friday programs of 20th century American chamber music. Open to members of the National Association for American Composers and Conductors, the Museum of Modern Art, and National Music League. Contact: National Music League. CO. 5-2472.
- Friday
Jan. 26 DUO-PIANO CONCERT, TOWN HALL, 123 WEST 43RD STREET
Renowned two-piano team of Luboshutz and Nemenoff. Contact: WI. 7-5800.
- Saturday
Jan. 27 OPENING: "UP IN CENTRAL PARK" CENTURY THEATRE, 7TH AVE. & 59TH STREET
Michael Todd's new musical comedy starring Wilbur Evans, Betty Bruce, Noah Beery, Charles Irvin, and Maureen Cannon. Book by Herbert & Dorothy Fields. Lyrics by Dorothy Fields. Music by Sigmund Romberg. Costumes by Grace Houston. Publicity: Morton Nathanson, CI. 7-0510.
- Monday
Jan. 29 PREMIERE: "THE SUSPECT" (MOVIE) CRITERION THEATRE BROADWAY & 43RD ST.
A Universal Picture -- tense murder drama starring Charles Laughton and Ella Raines. Screen play by Bertram Millhauser from the novel by James Ronald. Costumes: Vera West. Publicity: Al Horwits, CI. 7-7100.
- Monday
Jan. 29 OPENING: "HOPE FOR THE BEST" FULTON THEATRE, 210 WEST 46TH STREET
A William McCleery comedy, co-starring Franchot Tone and Jane Wyatt, and produced by Jean Dalrymple and Marc Connelly. Scenery and costumes by Elizabeth Montgomery and Margaret Harris, who are known under the firm name of Motley. Publicity: Jean Dalrymple, MU. 5-3114.
- Monday
Jan. 29, ALL RUSSIAN CONCERT NEW YORK CITY CENTER 131 WEST 55TH STREET.
Jan. 30 Leopold Stokowski will conduct the N. Y. City Symphony in an all Russian concert represented by Myaskovsky, Mussorgsky, and Rimsky-Korsakov (complete version of "Scheherazade"). Monday's concert will be at 8:30 P.M. and Tuesday's at 6:00 P.M. Publicity: Jean Dalrymple, MU. 5-3114.
- Wednesday
Jan. 31 PREMIERE: "ROUGHLY SPEAKING" (MOVIE) HOLLYWOOD THEATRE BROADWAY AT 51ST ST.
A Warner Brother picture starring Rosalind Russell and Jack Carson, based on the book by Louise Randall Pierson. Directed by Michael Curtiz. Costumes by Travis Banfon & Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.
- Saturday
Feb. 3 PREMIERE: "THE THREE CABALLEROS" (MOVIE) GLOBE THEATRE 1555 BROADWAY
The first feature-length Walt Disney film in 2½ years, this picture was inspired by Latin-American music and color. For the first time, it combines real personalities with Disney creations. Publicity: Rutgers Neilson, CO. 5-6500.
- Saturday
Feb. 9 PREMIERE: "THE PRINCESS AND THE PIRATE" (MOVIE) ASTOR THEATRE BRDWDY & 45TH
Starring Bob Hope and Virginia Mayo, this RKO Radio Picture is Samuel Goldwyn's latest technicolor production. Costumes by Mary Grant. Publicity: Rutgers Neilson, CO. 5-6500.